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WAR FOOD ADMINISTRATION  
Office of Distribution  
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PROCEEDINGS OF THE QUARTERLY MEETING CALLED BY THE NUTRITION PROGRAMS BRANCH TO CONSIDER THE FOOD SITUATION AND ITS RELATION TO NUTRITION PROGRAMS IN STATE, COUNTY, AND LOCAL AREAS, FOR THE THIRD QUARTER OF 1944, AT WASHINGTON, D.C., JULY 3, 1944

M. L. WILSON (Chairman): The agenda for today's quarterly meeting on the food situation has been planned in the light of today's weather. We're going to try to make it short. The first part will pertain to the food situation and I am going to ask Mr. William C. Ockey, Assistant Chief, Civilian Food Requirements Branch, to give us a summary of the Food Situation for the Third Quarter of this year.

MR. OCKEY: I shall try to summarize the food situation and the crop report for the coming quarter and what it looks like for the remainder of the year, for major crops.

MEATS - The supplies of meat for civilian consumption for the last six months of 1944 are expected to average substantially lower than supplies available to civilians in the first six months, with the monthly supplies decreasing progressively during the period. The very high marketings of hogs from the record breaking pig crops of the year 1943 have largely disappeared although storage stocks are heavy, and the anticipated volume of hogs available for slaughter during the next year, starting October 1, is indicated as being around 28 percent less than the 1943 crop. Between July 1 and October 1 market supplies of hogs will be made up of a substantial quantity of brood sows and other relatively heavy types, which will result in scarcities of the choice cuts of good pork. Marketings of beef cattle will remain at a relatively high level, and all marketings of grass-fed cattle will be at their peak. This will be reflected in relatively less supplies of the choice beef cuts also. Non-civilian requirements for beef remain relatively high.

DAIRY PRODUCTS -

Whole Milk: The production of all types of dairy products so far during the season has been favored by good to excellent pastures. Unless unforeseen difficulties arise in the feed production picture it is probable that for the next six months the supplies of whole milk will be about the same as were available in 1943. With the decrease in demand for corn, which will come about by the decrease in the number of hogs, whole milk producers may find it less difficult to purchase supplemental feeds, although high protein feeds will still be comparatively scarce. A continuation of the high level of civilian demand for whole milk is anticipated and in the last quarter of 1944 it is expected that the supply may be considerably less than the demand at ceiling price.

Butter: The indications are that civilian supplies of butter for the next six months will be approximately at the current level of consumption of around 12-1/2 lbs. per capita per year. Nothing in the production picture indicates any substantial variation from this level. Butter will be considerably short of demand in many markets.

Evaporated and Condensed Milk: Non-civilian requirements of evaporated and condensed milk will be higher in the next six months than in the same period of the previous year, with about the same production. Therefore, it is expected that civilian supplies will be somewhat lower than last year.

Cheese: Because of the very high non-civilian demands for cheese it is expected that civilian supplies will remain much below demand at ceiling prices.

#### POULTRY AND EGGS -

Eggs: It is expected that egg production, until at least December 1, will decrease more than seasonally. Large storage stocks will be available for consumption during the next six months, which will make supplies rather ample but not in surplus. Relatively good prices will prevail. Present indications point to about a 10 percent decrease in the number of layers at the end of the year. There were 10 percent fewer young chickens on farms on June 1 of this year than a year earlier and it is likely that the number of chickens raised in the United States this year will be nearly 17 percent smaller than in 1943.

Poultry: The poultry business at present is going through at least a mild liquidation, with very heavy culling and marketings from all types of flocks. Supplies of poultry until December 1 will be substantially greater than supplies during the same period a year previous, and with the fewer numbers of layers on hand on December 1 there is not much chance that excessive supplies of eggs will be produced during the next season as was done one year previous. So far chicken prices have held up well, with dressed birds selling at ceiling prices and with live birds slightly under. Demand for poultry, consistent with the demand for all meats, is expected to remain high.

#### FATS AND OILS, excluding butter-

Production of animal fats and oils in the last six months have reached record proportions due to the very high level of livestock marketings. From now on, however, hog marketings will decline to a lower level so that with reasonable feed production to prevent any violent liquidation of cattle, the supplies of animal fats available to civilians will decrease to a lower level than has prevailed in the last six months. Present crop indications point to no increases in the supplies of vegetable oils but also no substantial decreases, so that it seems probable that civilian supplies of fats and oils will seek a somewhat lower level but still be relatively ample if no substantial demands are made upon current production for relief feeding. A substantial stockpile of lard has been built up, but commercial stocks of lard on June 1 were considerably below normal. No substantial stockpiles other than lard have been built up so that any relief feeding would of necessity come from the comparatively good stocks of all types of fats and oils in commercial channels.



FRESH VEGETABLES -

Demand for fresh vegetables is at a high level, and prevailing prices have tended to increase acreage in most areas. Therefore, it is expected that the normal supplies available seasonally during the next six months will be comparatively ample at good prices.

CANNED VEGETABLES -

Indications point to a supply of around 15 percent less canned vegetables available for civilians from the 1944 pack than they had from the 1943 pack. The recent no-point values on most of the major vegetables were evidently designed to move the remaining parts of the 1943 pack before the 1944 pack becomes available. Indications point to a resumption of point values on the major canned vegetables in the near future, with the resumption of point values on canned tomatoes, canned peas, and asparagus being made effective on July 1.

Potatoes: Present indications are that the acreage of late potatoes will be slightly below that of last year. Yield per acre in 1943 was very high, which accounted substantially for the comparatively heavy potato supplies. Ample supplies of late grown potatoes will be available to civilians this year, but it seems probable that no excessive surplus situation will develop. Supplies of late summer potatoes to come on the market in the next three months are comparatively ample.

FRUITS -

Present indications are that the supplies of fresh deciduous fruits during the last six months will be much above the supplies available during the same period last year. The early peach crop is estimated to be two and one half times greater than the early peach crop last year, and present indications are that the apple crop will be much greater than last year, especially in Eastern producing areas. Supplies of citrus fruits, at least until December 1, will be about 15 percent above last year and the condition of citrus groves so far indicates a continuation of the relatively high production experienced from the 1943-44 citrus bloom.

Canned Fruits: The commercial pack of canned fruits is expected to be substantially greater than in 1943 but the heavier non-civilian requirements are expected to result in civilian supplies about the same or slightly lower than prevailed last year. Supplies of practically all canned fruits available to civilians are much below civilian demand at ceiling prices.

CEREAL GRAINS -

Present indications are that we will have better than one billion bushels of wheat produced from the fall and spring wheat crops harvested this year. The largest crop on record is expected and therefore prospective total supplies indicate ample quantities for all food needs, with substantial quantities remaining for possible livestock feed and industrial uses.

The three things of major significance in the production situation which has been disclosed by crop reports within the last month are:

1. The substantial recovery made in corn crop prospects during May and June. By April 1 abnormally wet, cold weather experienced in the Corn Belt indicated a definitely late and unfavorable situation. At the end of June, in most sections, planting and growth were near normal and, although some damage resulted from earlier weather, the situation in general was satisfactory. The comparatively dry weather in June was very favorable to hay harvest, which has an excellent growth helped by the early wet weather.

2. Continuation of the favorable wheat weather, giving an estimated total production of better than one billion bushels. This results from quite large crops of both winter and spring wheat - but not record crops for either class. The estimate of 1,034,000,000 bushels compares with around 875,000,000, the previous indication on May 1.

3. The estimated decline of 28 percent in hog marketings for the year starting October 1, 1944, as compared with a year earlier. This decline amounts to better than 30,000,000 hogs and is a considerably greater decrease than requested in the production goals. This adjustment in hog numbers, plus the adjustment taking place in the poultry enterprise, will tend to eliminate the bad ratio of livestock numbers to feed supplies. Thirty million fewer hogs will need from 500 to 600 million less bushels of corn (or its equivalent). This reduction leaves the field open for a favorable situation in beef cattle, as far as producers are concerned, and eliminates the threat of a necessary rapid liquidation in beef cattle numbers. The reduction in demand for corn for hogs probably will help the dairy business also as it will tend to make the feed situation easier, especially outside the Corn Belt. These conclusions are based upon attaining a satisfactory corn crop this fall. As far as civilian food supplies are concerned, the effect in 1944 will be less pork the last three months, more satisfactory feed supplies for the dairy industry, and no excessive liquidation of beef cattle. The greatest effect of this whole reduction will come in the calendar year 1945.

MR. WILSON: Thank you, Mr. Ockey. I am sure some of you have questions and would like to discuss the food situation. We are allowing for a discussion period after we have heard about the Victory Gardens, home foodpreservation, and canning equipment---all of which help to round out the food situation. Will you reserve your questions until these reports are given?

We will now hear from Mr. H. W. Hochbaum, Chief of Field Coordination, Extension Service, regarding the Victory Gardens and Home Food Preservation.

MR. HOCHBAUM: Victory gardening seemed to many people to have gotten off to a bad start this spring. Many seedsmen saw a great slump in their sales in March and some predicted we would not have 15 million gardens, let alone the 22 million set as a goal for 1944. They, and many garden leaders blamed the drop in interest to the taking off of ration points on canned vegetables right at the start of the garden season. Then, in many large areas, Jupiter Pluvius flooded the earth again and again and King Boreas chilled garden soil, plants and Victory gardeners, so that gardening operations were delayed



tremendously.

But now everything seems rosy again. Seedsmen in the North at least seem satisfied. Some of them indicated that their total sales were bigger than last year. Judging by a recent trip to the midwest, I would say that Victory Gardens everywhere look much better than last year. Nor could I see any measurable decrease in the number of gardens. Chicago has 200 more community gardens than last year, now reporting about 2,200 such. The Park District has also made available additional space for children's gardens. And all the gardens I saw in Chicago looked much better than in 1943. The Victory gardeners learned much from last year's experience. Metropolitan Milwaukee gives every indication that there will be 125,000 gardens operated in 1944. In Middletown, Ohio, every factory furnishes garden space for its employees and the city also furnishes ground. I saw a 5 acre plot operated by Negro gardeners that had some of the best gardens I have seen. Middletown, with 30,000 people, claims 5,500 gardens, a very high record of participation. And everywhere, you see countless backyard gardens there, in Milwaukee and Chicago, and in the towns you pass through en route to the west.

Now for the next few months we need to stress the following:

1. That people replant garden space with summer greens and salad crops as well as beets, carrots, turnips and other root crops for fall and winter use.
2. To encourage the planting of crops that will keep the garden yielding until late in fall, viz., cabbage, kale, collards, Chinese cabbage, endive, spinach.
3. To stimulate home canning of selected vegetables and fruits to the fullest.

Regarding the home canning, Miss Van Deman brought me a folder the other day containing articles in various magazines and circulars and from utility companies on home canning. These showed a rather remarkable acceptance of the recommendations of the Chicago Conference.\*

Sunday's Washington Post had an article in it about Victory Gardens and canning taken from a nation-wide survey on public attitudes toward the food situation announced by the Office of War Information. Some of the highlights of this survey showed that 60 percent of the country's population is growing Victory Gardens and one out of each three Victory gardeners is growing more food than in 1943. Nine out of 10 people surveyed consider Victory Gardens and home canning as important this year as last.

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\*Miss Van Deman seconded Mr. Hochbaum's remarks regarding the effect of the Chicago Conference in bringing about agreement on methods to be recommended for home canning. She pointed out that the field people of the various agencies could do a good service by keeping their attention on home food preservation especially in helping to keep people on their guard about oven canning, and spreading the word of its dangers.

There are indications that some people think they will not need to can much this year. Perhaps some did can too much last year or put up vegetables that could just as well be used fresh. We need better home canning budgets or plans.

Further ahead in the future, many are asking what's to become of the Victory Garden movement. We hope that many million Victory gardeners who have tasted the joys of the fruits of their labor, and have learned to know how good vegetables fresh from the garden are and the good health that comes with them, will continue to garden in their backyards or in community vacant lot areas. The work outdoors, the knowledge of growing things, should also have contributed much to a new and vital interest in gardening.

Some of us hope, too, that these things will build generally a more widespread and active interest in things horticultural. We need in this country more general appreciation of the great part flowers, shrubs, and trees, can play in enriching everyday life and making it interesting. We need to have homes with enough ground around them so that people can have space for gardening and beautiful flowers. We need to make the outdoors more beautiful. And town after town will put on new life, new dress, real attractiveness, when more of our people realize how shabby and cheerless the old home town really is. We need more parks instead of stone memorials and monuments. Chicago with its 139 parks, Milwaukee with its 48, and both cities with remarkable lakefront beautification, are splendid examples of what large cities can do. And Middletown, Ohio, shows what a small city, a manufacturing city at that, can accomplish, for that city says it has more parks than any other city of its size in this country.

These things sometimes come as countries grow older. But here in this country we have seen places with magnificent natural opportunities that have waited too long.

The Victory Garden program has had phenomenal support. Countless magazines, newspapers, radio stations, have gone all-out in promoting and supporting the work. Thousands and thousands of persons have given untold days in helping gardeners to have successful gardens. State, municipal, county, and Federal authorities and agencies have lent great support. Now, cannot we find a plan for continuing this interest and support, in building an enduring garden program that will reach into every community? That is the problem ahead. We hope that we shall take some steps in meeting this soon. Meanwhile, your every suggestion for developing programs and plans is earnestly solicited.

MR. WILSON: Mrs. Bertha Olsen, Acting Chief of the Food Preservation Section of the Civilian Food Requirements Branch, will now tell us about Community Canning.

MRS. OLSEN: The development of community food preservation centers throughout the country indicates that canning for home use will be definitely increased this season. We estimate that between 5,000 and 6,000 centers will operate this season, which is an approximate increase of 35 percent over the number operating last year.

One of the significant trends is the effort being made to improve centers already established by adding new equipment or by rearranging the plant



to make possible a better flow of work, thereby increasing production.

The largest number of community canning centers are located in the Southern Region. A recent survey indicates that 47 percent of the centers are located in that region and that almost 60 percent of all food canned in community canneries in 1943 was canned in those southern centers.

The picture will be changed somewhat this year in that there has been a great development in the Southwest and Western Regions. While community canning activities in the Midwest Region have been outstanding for some time, this year there has been a considerable growth in the number of centers established there also. All States except Nevada and the Dakotas have community canning centers and plans are now afoot for the establishment of centers in North Dakota.

While the smallest development in community canning activities has been in the Northeast Region reports indicate that the program has had considerable growth too this year.

There has been noticeable interest recently in adding freezer locker facilities to community food preservation centers and the need of providing instructions for processing food by this method must be recognized in order to meet the developments which will no doubt be made after war restrictions are removed.

Dehydration has not proved practical in most States since the amounts of food brought in for processing are small and the operation of the dehydrator is proportionately costly and inefficient. In the Southern and Southwest Regions, however, sweetpotatoes, onions and such other products as do not store well, are dehydrated.

The removal of points from processed vegetables and fruits caused interest in canning to lag in some urban areas but had little or no effect on rural canneries according to a report from the Southern Region. Canning was not far enough along in other regions to determine what effect the temporary removal of ration points had had.

Significant information obtained from the joint survey of community food preservation centers was the location of those centers having capacity to handle truckload or carload lots of produce purchased under our Price Support Program. In addition to those centers capable of canning large quantities of produce for school lunch or welfare needs, are those which handle locally abundant crops and thus prevent waste of considerable quantities of food. It is hoped that community canning for school lunch purposes will continue to take advantage of the opportunity to can local products and not wait for produce to be offered through the Indemnity Canning Program.

Community canneries are in a better position this year to keep spoilage of canned foods to a minimum. Following the National Food Preservation Workshop Training Conference at Peoria and Pekin, Illinois, sponsored jointly by the Office of Distribution, the Extension Service and the Office of Education, regional training workshops have been conducted and, in all instances where State programs have justified them, State and area workshops have been conducted to reach local levels. Most of the conferences have lasted from 3 to 6 days. We feel that these conferences have

made persons responsible for the operation of the program well aware of the hazards and much better equipped to do their jobs, and believe that follow-ups should be made to assist centers in solving any problems which may arise. Our food preservation specialists are available and ready to work with the Extension Service, the Office of Education and any other agency in making such field services as effective as possible.

It is hoped that the issuance of Miscellaneous Publication No. 544 will contribute materially to the improvement of the quality of foods processed in community canneries and that the letter, endorsing the temperature and time tables contained in it which was prepared jointly by the various federal agencies interested in community food preservation and sent to their field representatives, will go a long way toward eliminating confusion and doubt with regard to processing techniques.

With the development of the program have come problems to which we do not have answers. A major one is the use of glass jars in large retorts. The temperature and time tables given in the publication for the use of tin cans would result in an overcooked product if glass jars were used. The tables given for home canning in glass are not applicable either, since the coming up and cooling down times of retorts are in no sense comparable to those of the 7 and 14 quart pressure cookers. The problem was brought to the attention of an interagency group and it was agreed that something should be done to obtain an answer to this problem. Efforts are being made to have research undertaken at an early date.

To assist in the development of the program and to assure larger and better packs for 1944, we stand ready to work with all agencies in reviewing operational problems; in advising on needs of centers to avoid bottlenecks in handling produce; in advising on methods of canning to prevent spoilage; in making equipment determinations; in helping communities to secure equipment; in assisting with training programs sponsored by other agencies; in studying the needs of the field, and in bringing to the attention of the proper authorities research that needs to be done to answer problems involved; and in preparing technical material needed to supplement N.P. No. 544. Plans are now under way to revise certain sections before issuing it as a printed publication.

There are definite indications of permanent trends in the establishment of community centers. Many universities are taking the lead in providing courses for students as well as laymen, and often provide actual canning centers on the campus for practical application of the training offered. We believe that this is advantageous and recommend that such training courses be given wherever the program justifies them.

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Total Number Quarts of Fruits, Vegetables and Meat  
Canned in Community Canneries - 1943

Region	Fruit	Vegetable	Meat	All Food
	2,802,000	19,986,000	2,950,000	25,738,000

Percent by Regions

Region	Fruit	Vegetable	Meat	All Food
Northeast	4.39	2.84	1.18	2.81
Southern	42.83	60.26	71.11	59.61
Midwest	11.74	9.88	5.28	9.56
Southwest	29.44	21.20	18.54	21.90
Western	10.63	5.88	3.86	6.10

MR. WILSON: The next subject on our program pertains to canning equipment and supplies. I am going to ask Mr. M. P. Driggs of the Miscellaneous Farm Supplies Division to tell us about this.

MR. DRIGGS: The picture has not changed much regarding canning equipment. Forty thousand additional pressure cookers have been authorized, over and above the 400,000 previously scheduled. Some difficulties are being experienced by manufacturers of enamel water bath canners due to short supplies of cartons. The canners are easily chipped and the manufacturers will not stand behind them if they are not properly packed. Pressure cookers have been slow appearing on the market in the first and second quarters of this year; however, we hope for better production during the coming quarter. Two thousand are shipped daily from one manufacturer, starting in the South where the need comes earlier. The Northeast has not been receiving its quota, but we look for an improvement there during the month of July. Gage testers are still being made. In some instances they are satisfactory but they should be watched. Even the gage tester should be tested where it is used by large groups.

In 1943 WFB approved the Manufacture of 100,000 home dehydration units and 24,000 were completed by the manufacturers. Of this number, 16,000 units are still in the hands of the distributors and may still be purchased in any community. Evidently dehydration has not been as popular as we thought.

Apparently the supply of jars is adequate.

The Office of Distribution of the War Food Administration was responsible for the manufacture of 10,000 pressure canners of a rugged construction. These have been tested at Amherst, Mass., and other places and found to be very satisfactory. I understand that 100,000 aluminum 14-quart size pressure canners will be manufactured, but I suggest that you place your orders now if you are interested, so that a sufficient quantity will be made up.

MR. WILSON: Is Mr. Palen here? He was going to report on jars and seals.



MR. PATTON: Mr. Wilson, my name is Wiley Patton. I am here for Mr. Palen who was unable to attend. As for glass jars for home canning, I understand there are plenty available. Production in the 8 months through May was 21 percent over the same period a year ago. The production of self-sealing lids in the 8 months through May was 9 million gross a year ago and production has jumped to 11.3 million gross, for a gain of 27 percent. Total seal production has dropped 11 percent in the 8 months through May because of a very substantial decline in jar ring production. Many of those rings produced last year were made from high-grade reclaimed rubber and a little crude rubber when both were available and we understand that ample supplies of rings are still available. Although the production of jars and metal closures is up, the weak spot is rubber rings, whose production is down, but because of the supply still available, there is no cause for concern.

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MR. WILSON: To start off the discussion at this time, I might say that I have kept in touch with the food situation by visiting with my neighborhood grocers. One is the manager of the Safeway in my community and I occasionally talk with an independent grocer who has somehow kept going. When I talked with the Safeway manager last week to ask how the food situation is going, he said: "The women are sure treating these poor butchers pretty tough." I asked what it was about and he suggested that I go over and talk to the butcher myself. Well, I drew No. 122 and at that time the lady who held No. 114 was just being waited on. I heard her say, "Have you got any good beef?" "Well, no" the butcher said, "I haven't any good beef, but I have some good pork." The lady answered in disgust, "I am not interested in pork."

I don't know how that sale came out, but when my number came up, I said meekly, "Do you have any dog meat?" He said, "Does your dog like porterhouse or just plain beef?" "Well," I said, "I mean just some poor meat. It doesn't make much difference. This is for the nutrition of my dog and not for his palate, and the question of taste does not enter into it." "Well," he said, "You are the first customer I have had today that I could satisfy. I will be glad to try to get your dog some meat."

Then I went over to see my friend in the independent store. He greeted me with the question, "Don't you want to buy a case of peas? You know it will not be hoarding and you will be doing a patriotic thing because ration points have been taken off."

"Well," I said, "I hadn't thought about buying a case of peas when I came in here but since they are \$3.09 a case I will take one."

"How about another case of peas, Mr. Wilson," said the grocer. "They're really a good bargain. I have my basement full of them and asparagus and tomatoes. Would you want any of these? I find that when they take points off no one will buy. If the points are too high people don't buy either. I don't know what the points ought to be to make people buy. Do you?"

Mr. Ockey, what do you think about the quality of the meat for the next six months. We know that soupbones have the same nutrients as porterhouse steak, but there is not as much meat as there is on the porterhouse.

MR. OCKEY: Field reports indicate that de-rationing of meat has resulted in poorer regional distribution of it. Choice cuts of beef will be scarcer this fall and this will emphasize difficulties in distribution. One of the principal advantages in rationing was the better distribution obtained. At present there is more meat near the center of production, and little or none of certain types at distant points.

MR. WILSON: Are there further questions?

MR. NILSON: I would like to ask Dr. Ockey if he has any reports on fresh vegetables?

MR. OCKEY: Yes I do. Snapbeans should be heavy during August. In fact, we think that sales of snapbeans, tomatoes and sweet corn should be pushed during August. Acreage is up 9 percent over 1943. For beets the indication is 89 percent of the 1943 production figures; cabbage is 105 percent of 1943; carrots are down to 65 percent of 1943 and the acreage for the late crop of carrots is 91 percent of last year. Onions are 171 percent of production in 1943. Indications are that tomatoes will be about the same as 1943. Potatoes will be 98 percent of the 1943 acreage with 80 percent of the production. Together with local production, fresh vegetable supplies should be ample. One further point about canned tomatoes and tomato products. Supplies from the 1944 pack will be greatly reduced below estimated demand and actual consumption in 1942. Since the supply will be down, we would like to see tomatoes pushed for home growing and canning. Even I can grow them in my garden, which means that they are easily grown. I might add that they are easily canned also.

MISS HESELTINE: I would like to ask Mr. Ockey about the supply of fish.

MR. OCKEY: Predictions are that the supply of canned fish will be about the same as last year for civilian consumption, about 365 million pounds of all kinds of fish.

MISS VAN DEMAN: What about the price of fruits for canning, Mr. Ockey?

MR. OCKEY: I think fruit growers generally expect to get the ceiling prices for their crops. During the peak season, for peaches, for example, the price may be lower than ceiling levels. If growers could get \$3.50 a bushel for peaches during the peak of the season, I believe they would think this was satisfactory. An effort is being made to stress the marketing and consumption of the peach crop, instead of holding it for too high a price.

MISS HESELTINE: I would like to ask Mr. Hochbaum how many of the Emergency War Food Assistants are spending some time in urban areas.

MR. HOCHBAUM: Our latest letter from the Director to the State Directors says that 31 of these Emergency War Food Assistants are working in cities. I know of at least 100 home demonstration agents working in cities.

MISS MALLORY (TO MR. PATTON): I would like to ask about the availability of tin cans.

MR. PATTON: I believe there will be plenty. The inventories of the can



companies were comfortable at the beginning of the year. Allotments of metal for cans have been disappointing to the can companies and the production of plate for such items as baked beans, oil and paint was deferred in the third quarter to make way for plate for more essential cans. However, there should be plenty of cans available in the canning centers.

MR. WILSON: I would like to venture a question regarding the jar rubbers. I have talked with a lady who told me that the food in the first jar she opened tasted as if the rubber has been made out of an old rubber boot.

MR. PATTON: The production of rubbers in the 8 months to May 30, 1943, has dropped from 10 million gross to 5.6 million gross in the eight months to May 30 of this year. However, it is apparent that the manufacturers made all the rubber rings they could last year, anticipating the present shortage of high grade reclaimed and crude rubber. This extra production last year might account for the drop, inasmuch as inventories of finished rings are still ample according to reports. A ten minute boiling period in water was found to be effective in reducing the tendency of jar rings to impart an off-flavor to foods in many cases. The new method of pre-treatment (scrubbing with soap and hot water and boiling in a baking soda solution) as now recommended by the jar ring industry and the Department of Agriculture is more effective than just rinsing them in hot water or boiling them for ten minutes in plain water, according to several tests which were conducted.

MISS VAN DEMAN: This is a real problem and the Bureau of Human Nutrition and Home Economics is this year recommending that the jar rings be boiled in soda water before using to eliminate the unpleasant rubber taste.

MR. WILSON: I wonder if that isn't an important point to consider.

MRS. DREISBACH: I wonder if boiling really helps. I recommended to a friend of mine that she boil her rings in soda water and she said that they tasted worse when she did this. Has any experimenting been done in this connection? My friend says that the carton said "guaranteed."

MR. WILSON: Did it say what they were guaranteed for?

MISS VAN DEMAN: Our attention has been called to a label on one box of jar rubbers that said "guaranteed by the USDA for cold pack canning." This has been called to the attention of the Solicitor's Office, since the Department has not recommended cold pack for 20 years.

MR. WILSON: When we talk of canning we usually mention sugar. Do we have someone here from OPA who can tell us about the sugar situation?

MISS FLORENCE REYNOLDS: Mr. Wilson, apparently there is no chance of taking sugar off the ration list for some time-even after hostilities have ceased. A small amount of sugar has recently been added to the civilian supply, but not enough to warrant issuing a new sugar stamp for consumers. The amount available was allocated to industrial users who have used it, together with the unrationed shortening and abundance of eggs, to bake more cakes. You may recall that Miss Harris suggested more cake baking to help solve the surplus egg problem, at the last quarterly meeting of this group.



MRS. RUSSELL: I recently attended a meeting at the British Information Office where the world sugar situation was discussed. According to the world picture on the sugar situation, there was little indication of an increase in the American civilian sugar rationing.

MISS DREIS: I would like to ask Mrs. Russell how we get sugar for canning now.

MRS. RUSSELL: You may have 20 pounds per person for canning upon application to your local War Price and Rationing Board. You can buy 5 additional pounds with sugar stamp No. 40 in your sugar ration book. It is possible that your local sugar situation is such that your board will allow you to purchase ten pounds now and ten pounds later. When the sugar-for-canning program was started this year, the demand was so heavy that it could not be met in all areas. Then, too, at that particular time, there was a serious bottleneck in shipping facilities. Having people make their purchases of canning sugar as it is needed relieves this situation. The prospects are that there will be enough sugar for home canning.

MR. WILSON: Let us now pass on to the second part of our program that has to do with the Food Fights For Freedom campaign. I am going to ask Miss Griffith to tell us about that.

MISS GRIFFITH: Lest you have forgotten, the other subjects in the Food Fights for Freedom campaign calendar were: "Victory gardens," "Crop Corps" "Conservation," "Preservation," "Nutrition" is the subject of the last campaign on which the War Food Administration will place major emphasis this year. The War Food Administration, the Office of War Information, the Office of Civilian Defense, and the Office of Price Administration, have all cooperated in drawing up the plans for the nutrition campaign. There are two emphases to this campaign: The national advertising and promotion phase and the one carried on by local nutrition committees. September has been designated Nutrition Month. I am going to ask Miss Florence Reynolds, who is coordinator for the Office of Information of Food Use Programs to tell you about the charts she has prepared in this connection.

MISS REYNOLDS: We planned a barrage, the aim of which was to bring home to everybody in the country the relationship between what you eat and how you feel. (Miss Reynolds then showed and described the following charts.)

1. Surveys - A study, "Housewives Discuss Nutrition Programs"

This study points up the need for a more aggressive nutrition education program at all levels and through all media.

Copies were sent nutrition committee chairmen.

2. Fact Sheet - "Make Food Fight For Freedom by Eating Wisely"

Background information on nutrition program with emphasis on better breakfasts and lunches for use by advertisers and media people.

Distribution USDA and WFA field staffs, all divisions Office of War Information, Office of Price Administration, Office of Civilian Defense, State Nutrition committees, through the War Advertising Council to 5,000 advertising agencies.

3. Formula Folder - 16 pages of suggested advertising themes on nutrition, all featuring the "Basic 7" and better breakfasts and lunches.

9,000 copies printed and distributed to national advertisers, national advertising agencies, and public utility companies.

4. Retail Promotion Book - A series of suggestions to the retail trade of ways to tie in to the national program at point-of-sale by featuring better breakfasts and lunches.

When available, this material will be distributed through trade associations to retail stores.

5. Newspaper Proof Book - A set of proofs for full page and quarter page ads available on request in mat form for local sponsorship.  
Distribution to 1,800 newspapers by Office of War Information.

6. Motion Pictures - A 16mm. movie for use by nutrition committees is in process of production by USDA.

It is planned for release by September 1.

7. A 24-Sheet Billboard Poster  
Sample not yet available.

Being prepared for September distribution by Outdoor Advertising through volunteer sponsorship by national advertisers.

8. Car Card - "You Work Like a Horse, Don't Eat Like a Bird."  
This card is being printed for September display in street cars, subways, and intercity busses through arrangements made by the Office of War Information.

9. OWI Outlets which will carry information on September nutrition program: The Women's Page, U.S. Labor Press Service, The Home Front (Foreign Language Press), Radio Spot Announcements (Foreign Language), Writers War Guide, Rural Press Advertising Service, The Home Front (Negro Press), Magazine War Guide, Victory News Letter, Rural Press News Summary, News Copy from OWI, Rural Press Weekly "Package", Education for Victory.

10. USDA and WFA Outlets which will carry information on September nutrition program: Food Information Calendar, Memo to Farm Program Directors, Letter to Farm Editors, War Letter for Agriculture, Magazine War Guide, Radio Round-up on Food, Magazine Food Editors Guide, Food Trade Letter, Consumers' Guide, Clip Sheet, Extension Service Review, Service to Negro Press (Rural), Farm Flashes, Consumer Time.

MISS REYNOLDS: I might add that this nutrition material was sent out early for national coverage.

MISS GRIFFITH: You will remember that Miss Harris told you about the five regional conferences of executive secretaries during which a special committee reported on recommended activities and materials they wanted and could use in promoting the September campaign. They were unanimous in wanting a kit for the use of local committees. Besides the "Basic 7" food poster and the National Wartime Food Guide, the kit will contain such materials as: A brief statement of plans for Nutrition Month; suggestions for organizing and handling different types of meetings such as group and panel



discussions; radio scripts and press releases for local adaptation; a dramatic skit on nutrition; illustrated suggestions for nutrition exhibits, and a one-column mat of the "Basic 7" symbol and slogan, a proof of an ad featuring the local nutrition committees. They will also receive a list of special selected leaflets of the Bureau of Human Nutrition and Home Economics. Other leaflets that will be made available include one on tomatoes, and one suggesting better breakfasts. "For Work, For Play, Eat Three Squares a Day," is the title of a new poster for Nutrition Month. A total of 5,000 kits are being processed by the Marketing Reports Division and will be available to local nutrition committees. We had hoped to have a Disney film available for September, but the latest word on this is that while the Cereal Institute will furnish funds for making a film on nutrition, it will not be available until next year. The Department of Agriculture is producing a ten minute film for Nutrition Month entitled "The Man Who Missed Breakfast." Fact sheets have been distributed to 200 organizations having national coverage. Contacts have been made with about 29 national groups who have State and local organizations, civic groups, and service clubs, such as Rotary, Lions, and Optimists, and we have suggested that they encourage their members to get in touch with local nutrition committees and tie-in with whatever community plans are being made for September.

MRS. RUSSELL: So far as OPA participation is concerned, emphasis should be placed on the "intelligent" use of ration points. Is there any intention to tie-in the supply picture with nutrition?

MISS GRIFFITH: In the over-all nutrition program, special emphasis will be put on plentiful foods.

MISS REYNOLDS: The wise expenditure of ration points was suggested by OPA representatives at the recent regular interagency conferences in the field as the part OPA could contribute to the Nutrition Month campaign.

MRS. RUSSELL: If this is going to be OPA's contribution to the program, it might be wise to make sure that the necessary materials are prepared in OPA since none specifically pointing this up are now in existence.

MISS GRIFFITH: Dr. Gunderson has asked whether Nutrition Month is the beginning or the end of the Food Fights for Freedom campaign. We hope the program for better nutrition will go on forever.

MR. WILSON: We all look upon nutrition as a means to the end of keeping the Nation in the high state of well-being during the war. Dr. Sebrell, will you close the meeting by telling us about this?

DR. SEBRELL: We are making progress in bringing the professional medical and health people closer together with the agriculturalists and nutritionists. These fields are becoming more closely and more cooperatively linked together under the objectives of programs designed to feed people adequately to maintain health. Health and medical people should orient their activities with those of the agriculturalists and nutritionists.



These activities can be alined in such a way as to give both groups plenty to do in filling in the gaps that now are not being fully met.

As many of you already know, Dr. Wilkins and Dr. Butler have been holding a number of nutrition clinics at the invitation of the health departments. These clinics have been a great success. The demonstration of cases of deficiency disease makes a tremendous impression. The cases are demonstrated from the point of view of the need of maintaining good health through proper eating and the demonstration impresses on both the health and the nutrition people the need for nutrition in the community. I would like to reiterate that we must bring together the health and medical groups, and the people promoting nutrition activities if we are to have a completely successful program.

MR. WILSON: At the last meeting of the Nutrition Planning Committee, Miss Heseltine was selected chairman. Miss Heseltine have you anything to say?

MISS HESELTINE: Nothing, Mr. Wilson, except that the next meeting of the Nutrition Planning Committee will be July 12. Miss Dreis will give you further details by telephone.

MR. WILSON: We might have put this program on the radio, since we are closing right at 12 o'clock, on the dot.